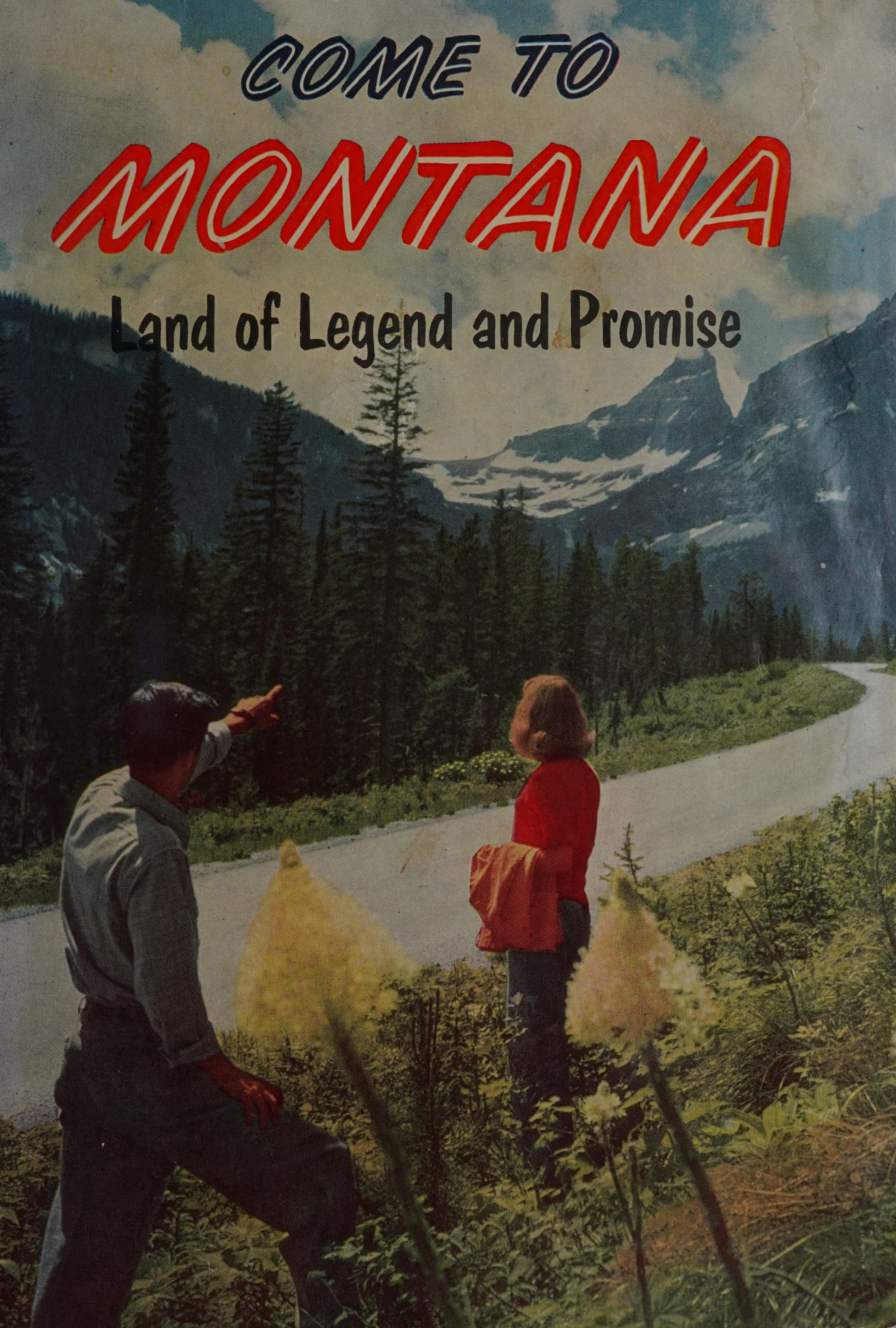
COME TO MONTANA

Land of Legend and Promise



MONTANA AWAITS YOU!

Montana is indeed a land of legend and promise! It has a proud, exciting history, and an equally exciting future judging by its vast storehouse of natural resources.

The legends of Montana are many—they concern mountain men, Indians, prospectors, Vigilantes and road agents, and the pioneers who developed this land of promise. Montana's history and possibilities are fascinating as you will see from reading this booklet.

Since the time of Lewis and Clark, men have marveled at the endowments of nature in this Land of Shining Mountains. It is a country easy to look at, fine for relaxation and tops when it comes to sports and recreation.

Whether you are interested in a vacation, or a new home in an uncrowded state, a new job, or another chance, Montana offers you that opportunity.

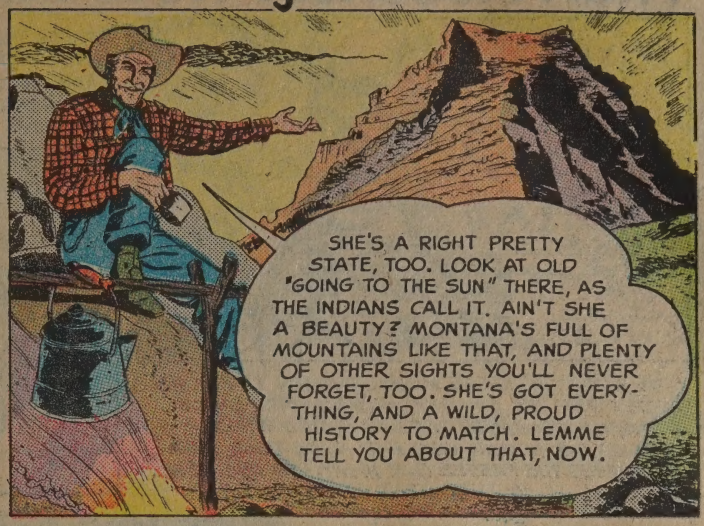
Sincerely,

J. Hugo Aronson

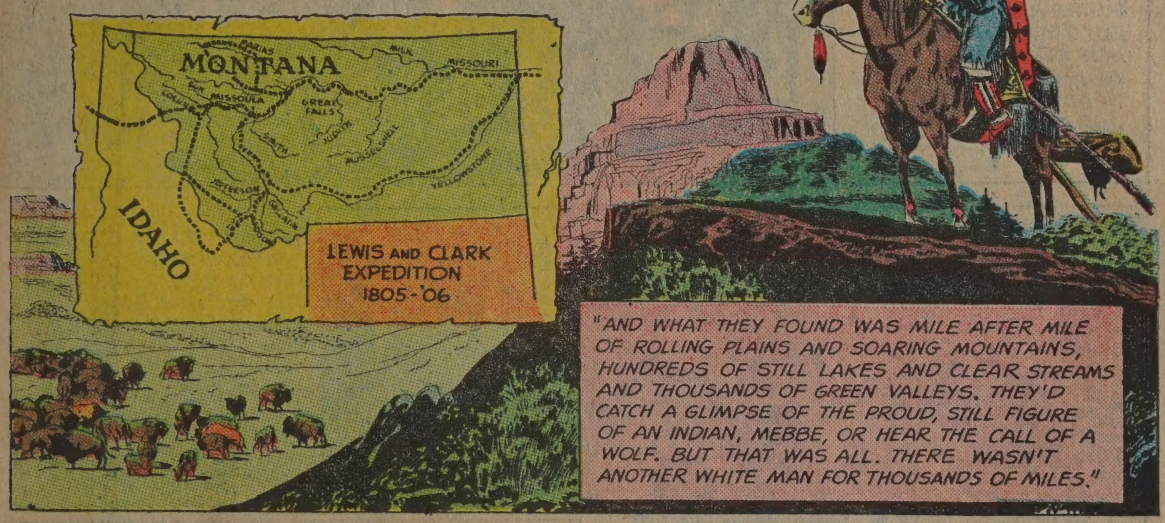
J. Hugo Aronson
Governor

1953-1961 Governor

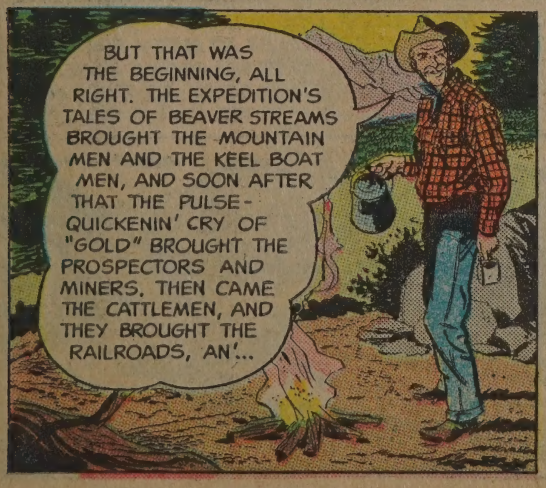
COME TO MONTANA...Land of Legend and Promise

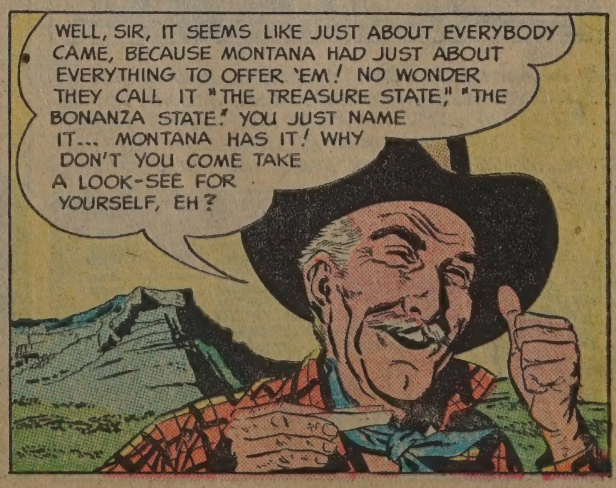

SHE'S A RIGHT PRETTY STATE, TOO. LOOK AT OLD "GOING TO THE SUN" THERE, AS THE INDIANS CALL IT. AIN'T SHE A BEAUTY? MONTANA'S FULL OF MOUNTAINS LIKE THAT, AND PLENTY OF OTHER SIGHTS YOU'LL NEVER FORGET, TOO. SHE'S GOT EVERY-THING, AND A WILD, PROUD HISTORY TO MATCH. LEMME TELL YOU ABOUT THAT, NOW.

"SOME SAY A FRENCH CANADIAN NAMED VERENDRYE REACHED MONTANA AS FAR BACK AS 1743, AND NAMED IT THE 'LAND OF THE SHINING MOUNTAINS.' BUT I GUESS ITS REAL HISTORY STARTED WITH THE LEWIS AND CLARK EXPEDITION IN 1805 AND '06. THEY CAME UP THE MISSOURI RIVER, CROSSED THE ROCKIES, EXPLORED TO THE PACIFIC AND CAME BACK AGAIN."



"AND WHAT THEY FOUND WAS MILE AFTER MILE OF ROLLING PLAINS AND SOARING MOUNTAINS, HUNDREDS OF STILL LAKES AND CLEAR STREAMS AND THOUSANDS OF GREEN VALLEYS. THEY'D CATCH A GLIMPSE OF THE PROUD, STILL FIGURE OF AN INDIAN, MEBBE, OR HEAR THE CALL OF A WOLF. BUT THAT WAS ALL. THERE WASN'T ANOTHER WHITE MAN FOR THOUSANDS OF MILES."

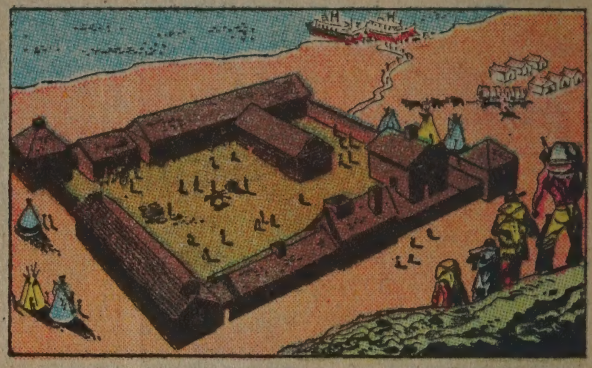

BUT THAT WAS THE BEGINNING, ALL RIGHT. THE EXPEDITION'S TALES OF BEAVER STREAMS BROUGHT THE MOUNTAIN MEN AND THE KEEL BOAT MEN, AND SOON AFTER THAT THE PULSE-QUICKENIN' CRY OF "GOLD" BROUGHT THE PROSPECTORS AND MINERS. THEN CAME THE CATTLEMEN, AND THEY BROUGHT THE RAILROADS, AN'...


WELL, SIR, IT SEEMS LIKE JUST ABOUT EVERYBODY CAME, BECAUSE MONTANA HAD JUST ABOUT EVERYTHING TO OFFER 'EM! NO WONDER THEY CALL IT "THE TREASURE STATE," "THE BONANZA STATE!" YOU JUST NAME IT... MONTANA HAS IT! WHY DON'T YOU COME TAKE A LOOK-SEE FOR YOURSELF, EH?

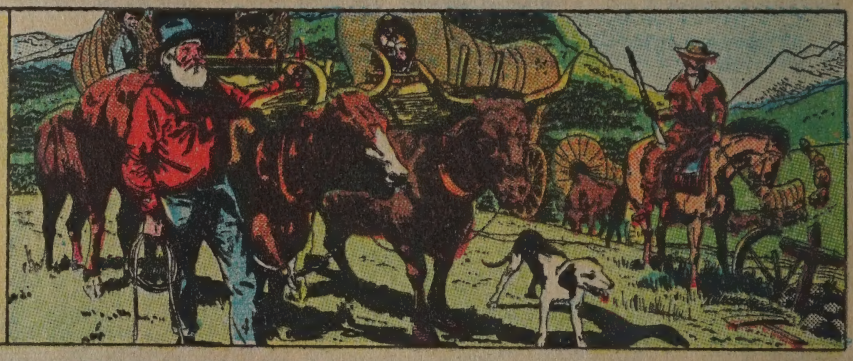
FROM MOCCASIN TRAIL TO SUPER HIGHWAY

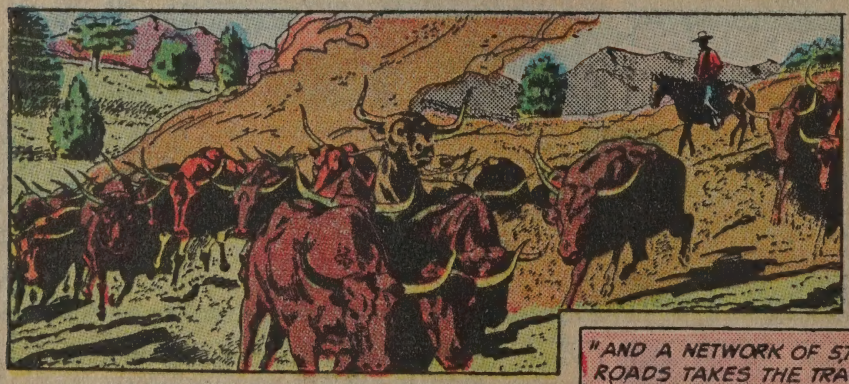
"THE HARDY, RECKLESS MOUNTAIN MEN LIKE JOHN COLTER AND JIM BRIDGER, WHO ROAMED EARLY MONTANA, FOLLOWED THE RED MAN'S TRAILS, DODGING THE INDIANS WHO HAD MADE THEM, AND DISCOVERED THE PASSES OUR HIGHWAYS USE NOW..."

"WHILE THE HARDY KEELBOAT AND STERNWHEELER MEN EXPLORED THE RIVERS. FRONTIER SETTLEMENTS CAME TO LIFE OVERNIGHT, LIKE FORT BENTON ON THE MISSOURI, WHERE SOLDIERS AND INDIANS, TRAPPERS AND RIVERBOAT MEN RUBBED SHOULDERS."



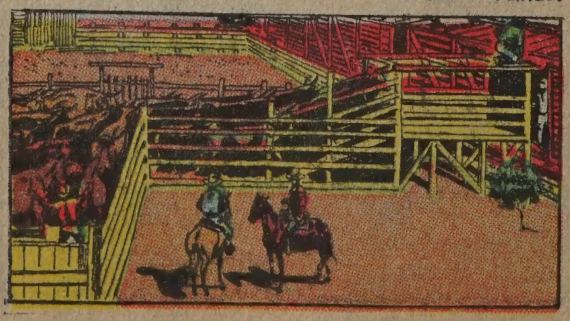
"AND WHEN THE CALIFORNIA GOLD RUSH OF '49 INCREASED TRAFFIC ON THE OLD OREGON TRAIL, SOME OF THE MOUNTAIN MEN BECAME GUIDES AND HUNTERS, EXPLORING AND BLAZING NEW SIDE TRAILS. THEN, IN 1862, GOLD WAS STRUCK IN MONTANA ITSELF, AND NEW SETTLEMENTS GREW LIKE MUSHROOMS."



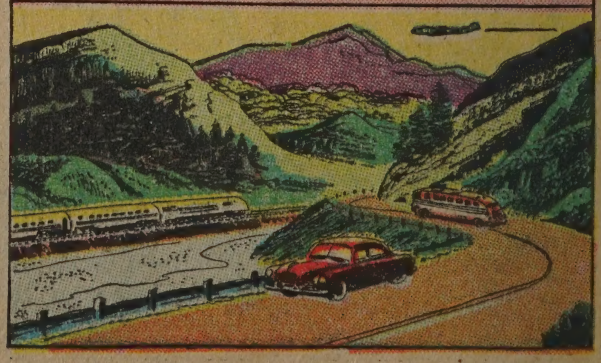


"IT DIDN'T TAKE THE CATTLEMEN LONG TO RECOGNIZE WHAT FINE GRAZING LAND THE GREAT BUFFALO RANGES WOULD MAKE. LONGHORNS POURED UP THE TEXAS TRAIL AND OVER THE PLATTE. MOUNTAIN CATTLE CAME DOWN FROM THE WESTERN RANGES, AND A GREAT MONTANA INDUSTRY WAS BORN."

"...AND WHEREVER CATTLE, MINERS, AND HOMESTEADERS WENT, RAILROADS WERE BOUND TO FOLLOW. AT FIRST THE RAILS AND ROADS WERE CRUDE. TODAY, MONTANA IS SERVED BY FIVE RAILROADS, THREE BUS LINES AND THREE AIR LINES."



"AND A NETWORK OF 5,700 MILES OF SURFACED ROADS TAKES THE TRAVELER TO EVERY PART OF THE STATE, INCLUDING NATIONAL PARKS WHICH HAVE BEEN PRESERVED EXACTLY AS THEY WERE WHEN THE WHITE MAN FIRST SAW THEM..."



GOLD FEVER ...Vigilantes vs. Road Agents

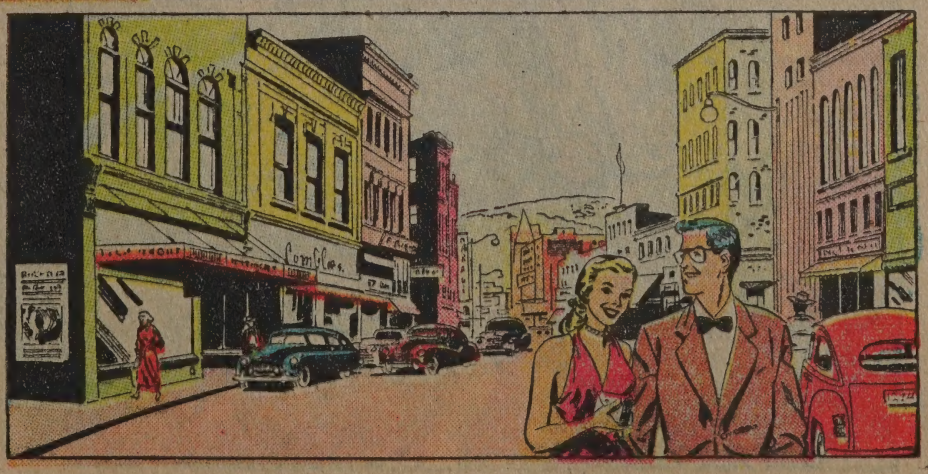
"THEY SAY A FELLOW NAMED FRANCOIS 'BENETSEE' FINLAY FIRST 'FOUND COLOR' IN MONTANA IN 1852, BUT THE FIRST REAL GOLD STRIKE WAS MADE BY JOHN WHITE IN 1862 AT GRASSHOPPER CREEK, NOW KNOWN AS BANNACK."

"ROARING, WRANGLING TOWNS MUSHROOMED LIKE 'LAST CHANCE GULCH' AND 'ALDER GULCH,' WHICH BECAME VIRGINIA CITY. ROBBERY AND MURDER FOR GOLD DUST WAS AN ORGANIZED GANG ACTIVITY."

"HENRY PLUMMER, SMOOTH TALKING SHERIFF OF BANNACK AND THE FASTEST DRAW WEST OF ST. LOUIS, SEEMED UNABLE TO STOP THE LAWLESSNESS. SO TWO DOZEN ANGRY CITIZENS FORMED THE FAMOUS VIGILANTES AND BEGAN DEALING OUT JUSTICE AT THE END OF A ROPE! THEIR SLOGAN, STILL SEEN ON MONTANA TRAIL MARKERS, WAS 3-7-77, THE DIMENSIONS OF A GRAVE... THREE FEET BY SEVEN FEET BY SEVENTY-SEVEN INCHES."

"ONE OF THE FIRST TO HANG WAS PLUMMER HIMSELF, WHO TURNED OUT TO BE LEADER OF THE ROAD AGENTS. BUT WITH PLUMMER A LEGEND DIED AND AN ERA ENDED AND MANY A MONTANA BOOMTOWN GREW INTO THE PEACEFUL, PROGRESSIVE CITIES OF TODAY..."

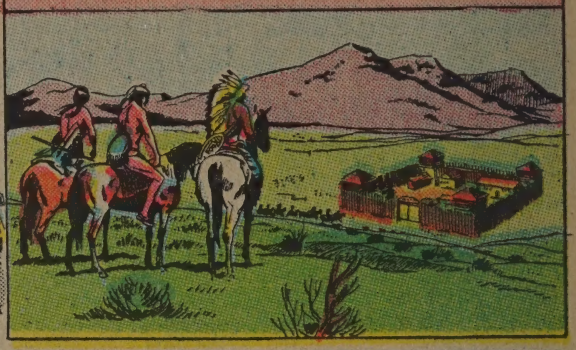
"... LIKE THE FRIENDLY INTERESTING CAPITAL CITY OF HELENA, WHOSE MAIN STREET IS BUILT RIGHT OVER WHAT USED TO BE RIP-SNORTING LAST-CHANCE GULCH. HELENA IS PROUD OF ITS SCHOOLS, COLLEGE, CHURCHES, STATE AND FEDERAL BUILDINGS."



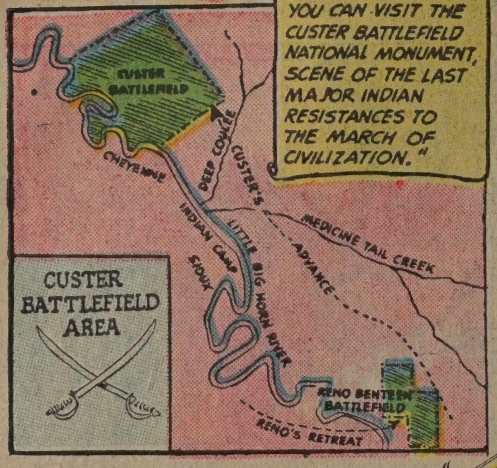
THE INDIAN WAR YEARS...Custer's Last Stand

"YEARS AFTER WESTERN MONTANA HAD BEEN SETTLED BY THE MINERS, THE EASTERN PLAINS STILL BELONGED TO THE INDIANS. THEN, ABOUT 1874, LONE PROSPECTORS, RISKING THEIR SCALPS IN INDIAN COUNTRY, BROUGHT BACK REPORTS OF GOLD IN THE BLACK HILLS AND THAT WAS THE BEGINNING OF THE END FOR THE PROUD RED MAN. HE STOOD IN THE WAY OF THE WHITE MAN'S PROGRESS..."

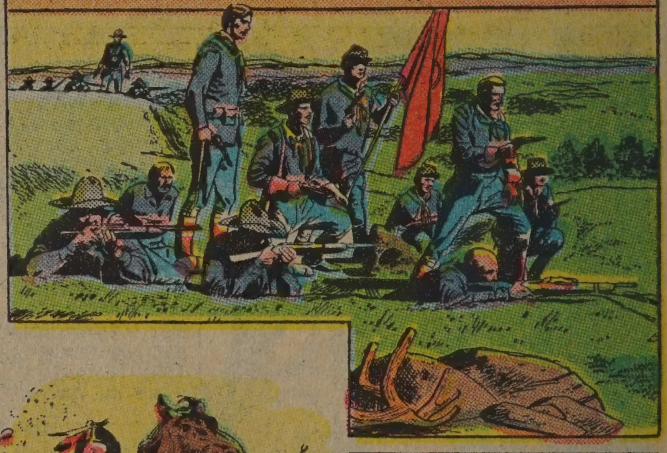
"...AND SO THE ARMY WAS ORDERED TO CORRAL THE INDIANS AND KEEP THEM ON THEIR RESERVATIONS, BUT THE SIOUX SURE GOT IN A FEW GOOD LICKS BEFORE IT WAS OVER..."



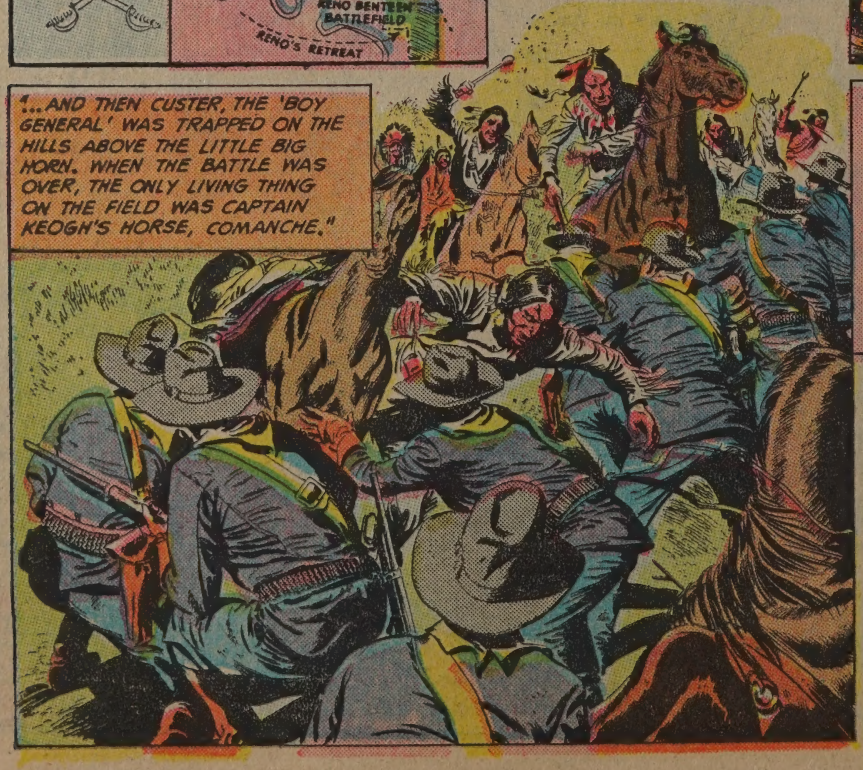
"...TODAY, JUST OFF U. S. HIGHWAY 87 SEVENTEEN MILES SOUTH OF HARDIN, YOU CAN VISIT THE CUSTER BATTLEFIELD NATIONAL MONUMENT, SCENE OF THE LAST MAJOR INDIAN RESISTANCES TO THE MARCH OF CIVILIZATION."



"...IT WAS ON JUNE 25, 1876, THAT GEN. GEORGE ARMSTRONG CUSTER SET OUT TO CAPTURE THE WILY SIOUX AND CHEYENNE, LED BY SITTING BULL. THE EXPEDITION MET ALMOST IMMEDIATE DISASTER WHEN MAJOR RENO'S DETACHMENT WAS SHATTERED BY A HOWLING INDIAN ATTACK..."



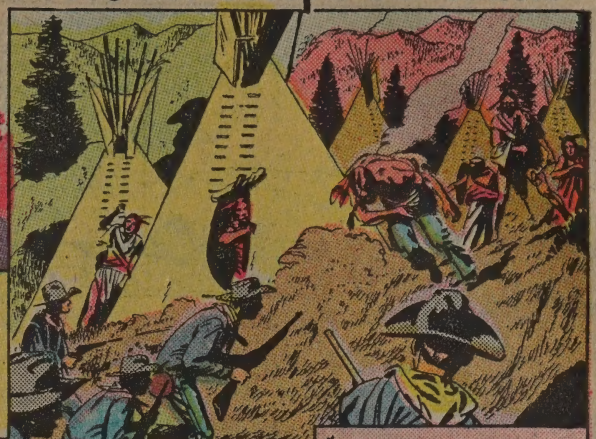
"...AND THEN CUSTER, THE 'BOY GENERAL' WAS TRAPPED ON THE HILLS ABOVE THE LITTLE BIG HORN. WHEN THE BATTLE WAS OVER, THE ONLY LIVING THING ON THE FIELD WAS CAPTAIN KEOGH'S HORSE, COMANCHE."



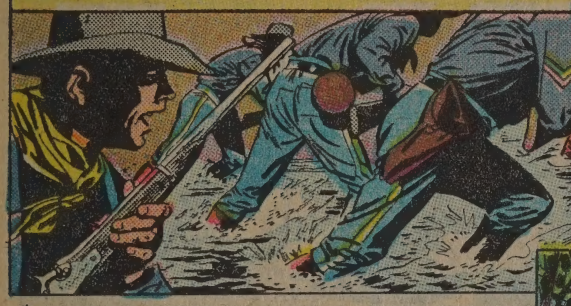
"TRY DRIVING ALONG BATTLEFIELD ROAD, RUNNING ALONG THE LITTLE BIG HORN RIVER, RIGHT THROUGH THE WHOLE BATTLE AREA. FOLLOW THE ACTION IN YOUR IMAGINATION. YOU'LL THINK YOU HEAR A DISTANT WAR WHOOP, SURE AS SHOOTING. DON'T MISS SEEING THE BATTLEFIELD MUSEUM WITH ITS GEN. CUSTER AND INDIAN DISPLAYS."

THE VANISHING RED MAN...Chief Joseph Surrenders

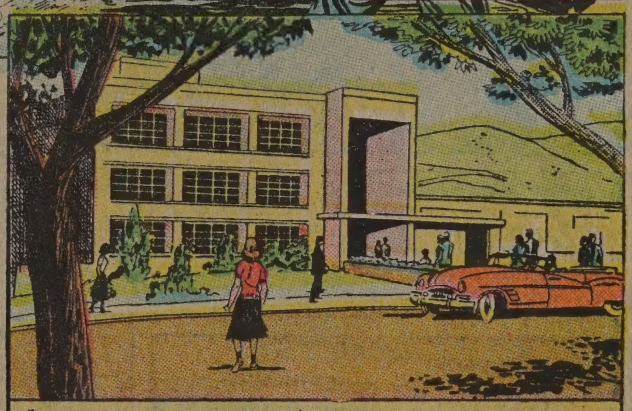
"CUSTER'S DEFEAT WAS THE INDIANS' LAST REAL VICTORY. THEIR CAUSE WAS LOST. IN 1877 ONE OF THE MOST SPECTACULAR RETREATS IN AMERICAN HISTORY OCCURRED. CHIEF JOSEPH, LEADING A BAND OF NEZ PERCÉ FROM IDAHO, TRIED TO CROSS MONTANA AND ESCAPE FROM THE WHITE MAN INTO CANADA..."



"...BUT IN AUGUST, U.S. TROOPS SURPRISED HIM AT THE BIG HOLE RIVER. THE BATTLE RAGED FOR TWO DAYS, AND INDIAN LOSSES WERE HIGH. BUT THE WILY CHIEF MANAGED TO WITHDRAW AND IT WASN'T UNTIL TWO MONTHS LATER..."

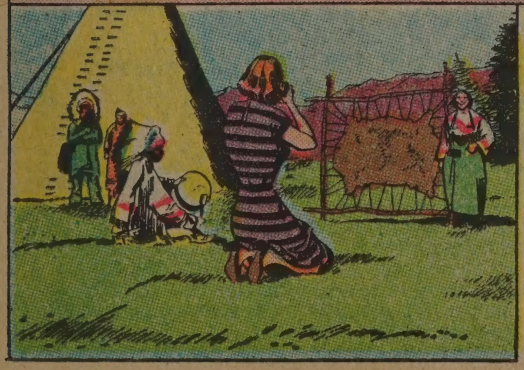


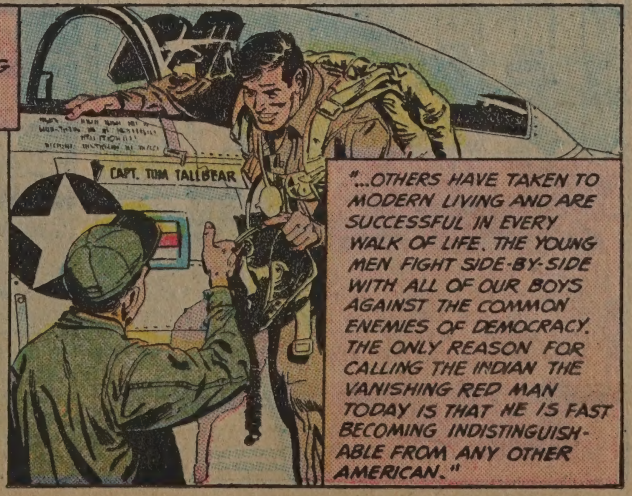
"...THAT THE GREAT WARRIOR SURRENDERED AT BEARPAW MOUNTAIN, JUST A FEW MILES SHORT OF CANADA. HE MARKED AN END TO THE AGE OF THE RED MAN WITH THE PATHETIC WORDS, 'FROM WHERE THE SUN STANDS, I WILL FIGHT NO MORE, FOREVER.'"



"YOU CAN TRACE MONTANA'S ANCIENT HISTORY FOR YOURSELF IN THE INDIAN ROOM OF THE STATE MUSEUM AT HELENA. AMONG THE EXHIBITS ARE THE STIRRUPS USED BY JOSEPH, THE DOUGHTY NEZ PERCÉ CHIEFTAIN."

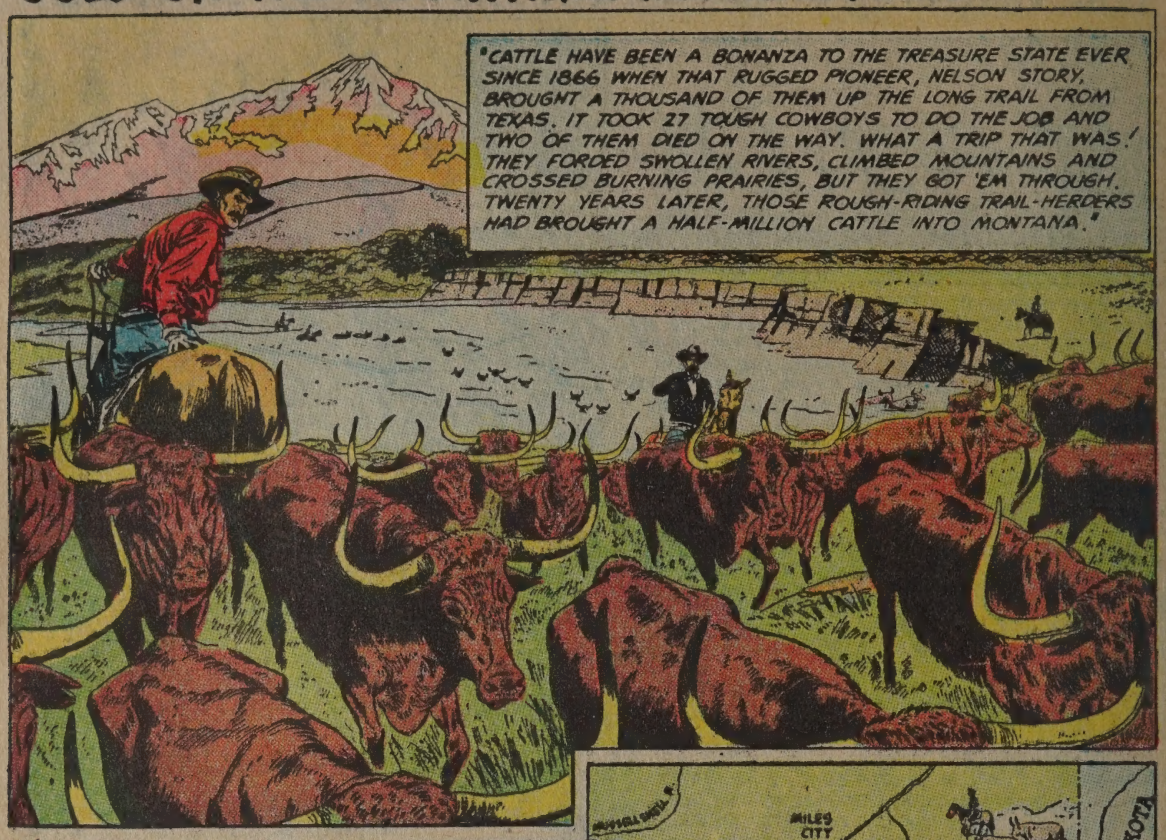
"BUT TODAY'S INDIANS LIVE IN PEACE AND UNDERSTANDING WITH THEIR WHITE BROTHERS. SOME LIVE ON RESERVATIONS, CLINGING TO THE SWEEPING FORESTS AND PLAINS OF THEIR FATHERS. THERE ARE SEVEN SUCH RESERVATIONS IN MONTANA..."



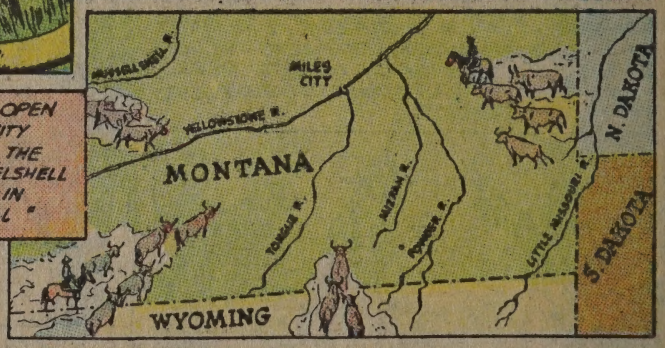


"...OTHERS HAVE TAKEN TO MODERN LIVING AND ARE SUCCESSFUL IN EVERY WALK OF LIFE. THE YOUNG MEN FIGHT SIDE-BY-SIDE WITH ALL OF OUR BOYS AGAINST THE COMMON ENEMIES OF DEMOCRACY. THE ONLY REASON FOR CALLING THE INDIAN THE VANISHING RED MAN TODAY IS THAT HE IS FAST BECOMING INDISTINGUISHABLE FROM ANY OTHER AMERICAN."

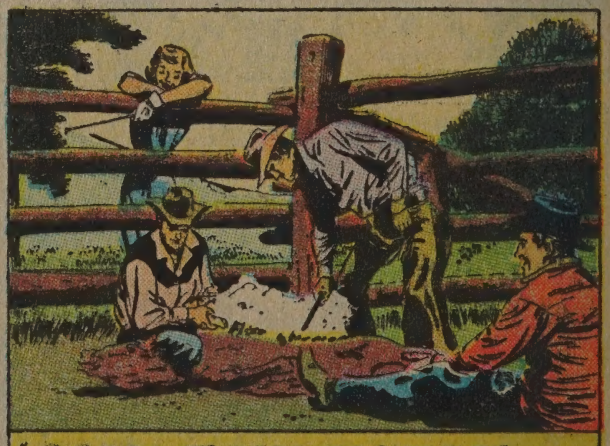
GOLD ON THE HOOF...Texas Trail Herds Arrive


"CATTLE HAVE BEEN A BONANZA TO THE TREASURE STATE EVER SINCE 1866 WHEN THAT RUGGED PIONEER, NELSON STORY, BROUGHT A THOUSAND OF THEM UP THE LONG TRAIL FROM TEXAS. IT TOOK 27 TOUGH COWBOYS TO DO THE JOB AND TWO OF THEM DIED ON THE WAY. WHAT A TRIP THAT WAS! THEY FORDED SWOLLEN RIVERS, CLIMBED MOUNTAINS AND CROSSED BURNING PRAIRIES, BUT THEY GOT 'EM THROUGH. TWENTY YEARS LATER, THOSE ROUGH-RIDING TRAIL-HERDERS HAD BROUGHT A HALF-MILLION CATTLE INTO MONTANA."

"... LONGHORNS HEADING FOR THE LAST OF THE OPEN RANGE! THEY STREAMED WEST FROM DODGE CITY ACROSS WYOMING TO FERTILE RANGES ALONG THE LITTLE MISSOURI, THE POWDER, MIZPAH, MUSSELSHELL AND TONGUE RIVERS. MILES CITY, ON U.S. 10, IN EASTERN MONTANA, BECAME THE COW CAPITAL."



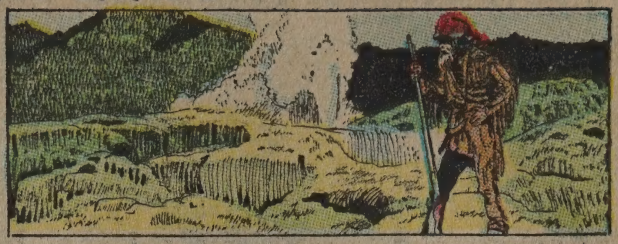
CUSTER COUNTY COURT HOUSE
"... AND YOU'LL STILL SEE PLENTY OF COWBOYS IN MILES CITY RIGHT NOW. THERE'S SOME TWO MILLION CATTLE IN THE STATE TODAY, YOU KNOW. AND IF YOU'D LIKE TO SEE HOW A BIG CATTLE RANCH OPERATES..."



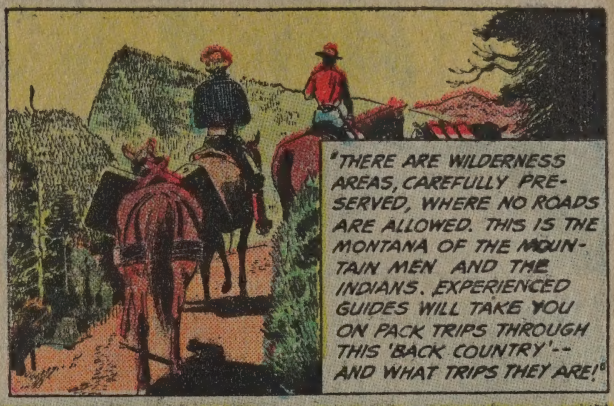
"... TAKE A RUN INTO THE BIG HOLE BASIN IN THE BEAVERHEAD COUNTRY, OR STOP AT THE CON WARREN RANCH AT DEER LODGE ON U.S. 10-S AND SEE SOME PRIZE HEREFORDS. A PIONEER CATTLEMAN, CONRAD KOHRS, BUILT THIS SPREAD FROM CATTLE BROUGHT IN BY JOHNNY GRANT IN 1853."

THE ANCIENT LANDS

"MONTANA IS FULL OF ANCIENT, UNCHANGED AREAS. THEY SAY THE FIRST WHITE MAN TO GLIMPSE THE SHEER, MOUNTAINOUS BEAUTY OF WHAT IS NOW GLACIER NATIONAL PARK WAS A SQUAW MAN NAMED HUGH MONROE, BACK IN 1816."



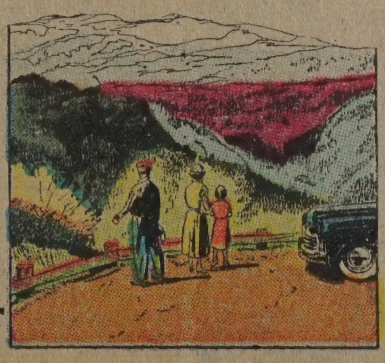
"THE STRANGE, OTHER-WORLD BEAUTY OF YELLOWSTONE PARK WAS FIRST SEEN BY AN ADVENTURER NAMED JOHN COLTER. HIS TALES SOUNDED SO FANTASTIC THAT PEOPLE NAMED IT 'COLTER'S HELL.' TODAY THE MUD IS STILL BUBBLING AND SO IS OLD FAITHFUL. OVER A MILLION VISITORS ANNUALLY FIND THAT 'SEEING IS BELIEVING' IN COLTER'S HELL!"

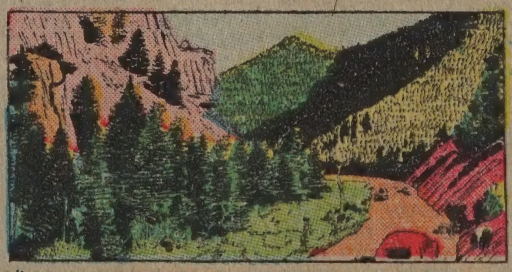


"THERE ARE WILDERNESS AREAS, CAREFULLY PRESERVED, WHERE NO ROADS ARE ALLOWED. THIS IS THE MONTANA OF THE MOUNTAIN MEN AND THE INDIANS. EXPERIENCED GUIDES WILL TAKE YOU ON PACK TRIPS THROUGH THIS 'BACK COUNTRY'--AND WHAT TRIPS THEY ARE!"

"OVER NEAR WHITEFISH, JUST WEST OF GLACIER PARK, THERE'S THE BIG MOUNTAIN SKI RUN. IN GLACIER PARK ITSELF, YOU CAN GET MODERN ACCOMODATIONS ONLY MINUTES FROM THE HOMES OF THE BIGHORNS AND MOUNTAIN GOATS. YOU CAN THROW SNOWBALLS IN JULY OR CROSS THE CONTINENTAL DIVIDE ON THE SPECTACULAR "GOING-TO-THE-SUN HIGHWAY."

"AS FOR YELLOWSTONE PARK, THERE ARE FOUR WAYS TO REACH IT. YOU'LL SEE PLENTY OF VIEWS LIKE THIS ONE ON U.S. 12, THE RED LODGE-COOKE CITY HIGHWAY. IT CLIMBS TO NEARLY 11,000 FEET, AND THE INDIANS CALLED IT "PATH ABOVE THE EAGLES.' OR YOU CAN TAKE U.S. 89 FROM LIVINGSTON TO THE ORIGINAL YELLOWSTONE ENTRANCE AT GARDINER..."

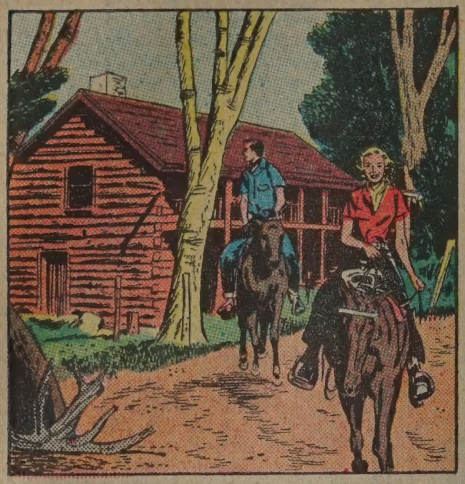


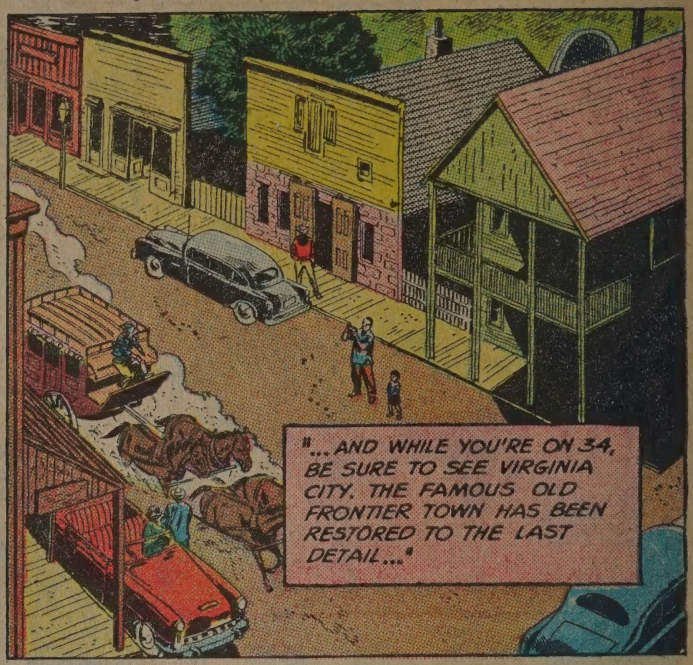


"..OR MONTANA 34 AND THEN 1, AND VISIT VIRGINIA CITY ON THE WAY. SOME FOLKS PREFER U.S. 191 FROM BOZEMAN ALONG THE WHITE WATERS OF THE GALLATIN CANYON. BUT WHICHEVER WAY YOU GO, YOU'LL SEE SCENERY THAT CAN'T BE MATCHED ANYWHERE ELSE IN THE WORLD!"

MONTANA'S LAND OF MAGIC

"MONTANA HAS MORE EXCITING THINGS TO DO AND SEE THAN YOU CAN SHAKE A STICK AT! YOU CAN TAKE THE OLD VIGILANTE TRAIL ALONG ROUTES 1 AND 34 TO SHERIDAN AND SEE THE HANG-OUT OF THE PLUMMER GANG, 'ROBBER'S ROOST'..."

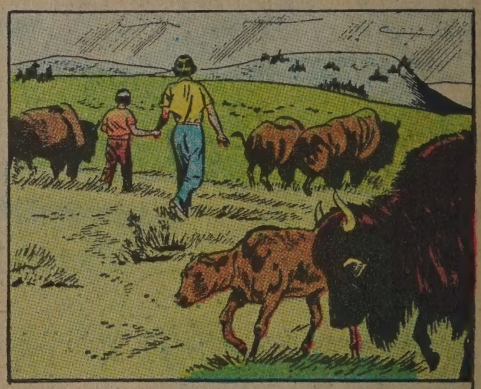




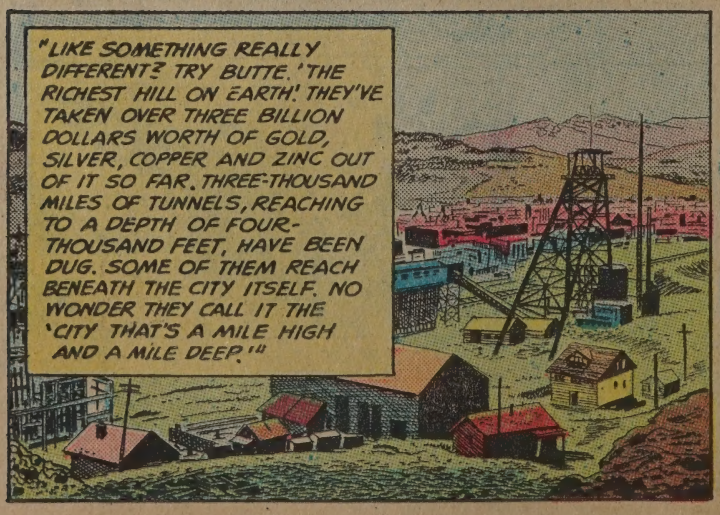
"... AND WHILE YOU'RE ON 34, BE SURE TO SEE VIRGINIA CITY. THE FAMOUS OLD FRONTIER TOWN HAS BEEN RESTORED TO THE LAST DETAIL..."

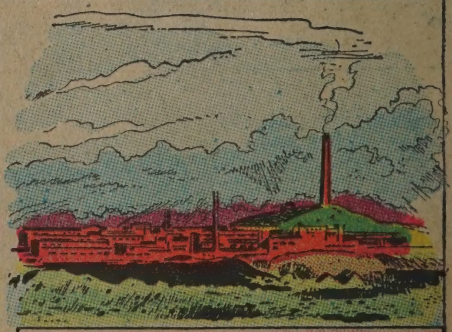
"HOW ABOUT A TRIP ON THE 'DINOSAUR JITNEY,' THE NARROW GAUGE RAILWAY THAT TAKES YOU TO THE ENTRANCE OF THE MORRISON CAVERN STATE PARK, JUST OFF U.S. 10-S, NEAR WHITEHALL. THEY SAY THE BIG COLUMN THEY CALL 'THE EMPIRE STATE' TOOK OVER A MILLION YEARS TO FORM AND THE CAVERNS THEMSELVES EVEN LONGER."

"...OR GET YOURSELF AN EYEFUL OF WHAT THE OLD WEST REALLY STOOD FOR BY TAKING A LOOK AT THE HERD OF 500 BUFFALO ON THE NATIONAL BISON RANGE NORTH OF MISSOULA."

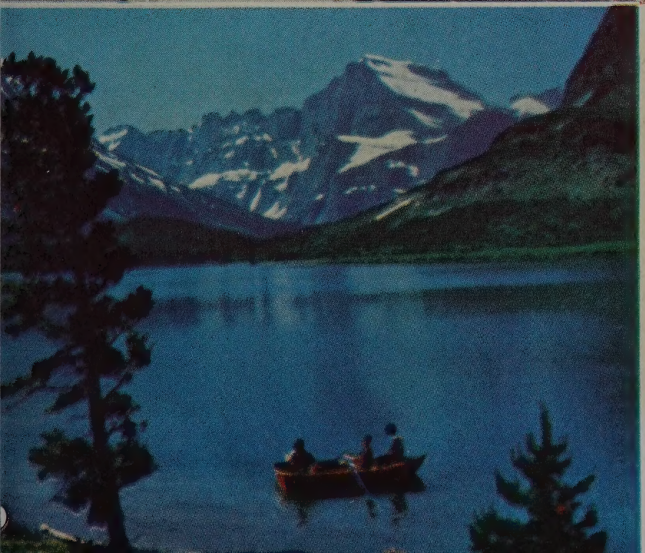


"LIKE SOMETHING REALLY DIFFERENT? TRY BUTTE. 'THE RICHEST HILL ON EARTH.' THEY'VE TAKEN OVER THREE BILLION DOLLARS WORTH OF GOLD, SILVER, COPPER AND ZINC OUT OF IT SO FAR. THREE-THOUSAND MILES OF TUNNELS, REACHING TO A DEPTH OF FOUR-THOUSAND FEET, HAVE BEEN DUG. SOME OF THEM REACH BENEATH THE CITY ITSELF. NO WONDER THEY CALL IT THE 'CITY THAT'S A MILE HIGH AND A MILE DEEP.'"





"...AND JUST 28 MILES NORTHWEST OF BUTTE IS ANACONDA, WHERE YOU CAN SEE THE ANACONDA REDUCTION WORKS AND THE LARGEST SMOKE-STACK IN THE WORLD... 585 FEET HIGH! BELIEVE ME, THERE IS A LIFETIME WORTH OF SIGHTSEEING IN MONTANA."

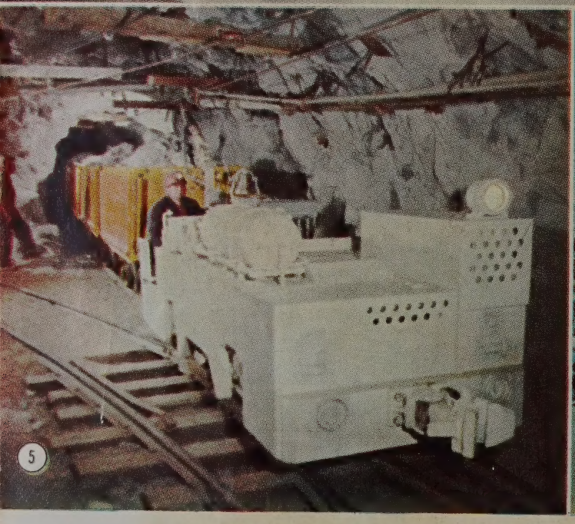


MONTANA . . .
WONDERLAND OF COLOR

1. *Trick Falls, Glacier National Park*
2. *Glacier Park Hotel*
3. *Swiftcurrent Lake, Glacier National Park*
4. *Western Montana Rodeo Scene*
5. *Old Faithful Geyser, Yellowstone National Park*
6. *Blackfeet Chief Eagle Calf*

SKIING
WHITE-FISH LAKE
KALISPELL
LIBBY
FISHING
FLATHEAD LAKE
THOMPSON FALLS
POLSON
GLACIER NATIONAL PARK
BLACKFEET POW-WOW & RODEO
BROWNING
CUT BANK
OIL REFINERY
SHELBY
2
89
87
GOLF
BOB MARSHAL WILDERNESS
NATIONAL BISON RANGE
SUPERIOR
DUDE COUNTRY
GREAT FALLS
91
ROCKY MT. GOATS IN CRAZY MOUNTAINS
CAPITOL BUILDING
MISSOULA
10
ST. MARY'S MISSION
HELENA
WHITE SULPHUR SPRINGS
DEER LODGE
HAMILTON
RODEOS
ANACONDA
(LARGEST SMOKE-STACK IN THE WORLD)
BUTTE
RICHEST HILL ON EARTH
BIG HOLE BATTLEFIELD
BITTER ROOT (MONTANA STATE FLOWER)
WISDOM
ROBBER'S ROOST
3 FORKS
BOZEMAN
LIVINGSTON
BANNACK
VIRGINIA CITY
GRASSHOPPER GLACIER
GOLD DISCOVERED 1862
DILLON
TRUMPETER SWAN
YELLO NATIO
MONTANA
WATCH FOR THESE MARKERS. THEY WILL KEEP YOU FROM MISSING PLACES OF INTEREST AND WILL MAKE YOUR TRIP MORE MEMORABLE.
MONTANA STATE HIGHWAY COMMISSION

"HERE SHE IS, FOLKS... OLD MONTANA HERSELF! TAKE A GOOD LOOK AT WHAT SHE OFFERS YOU AND YOU'LL HAVE NO DOUBT AT ALL WHY THEY CALL HER THE 'BONANZA STATE'... WHAT A BONANZA OF VACATION FUN!"

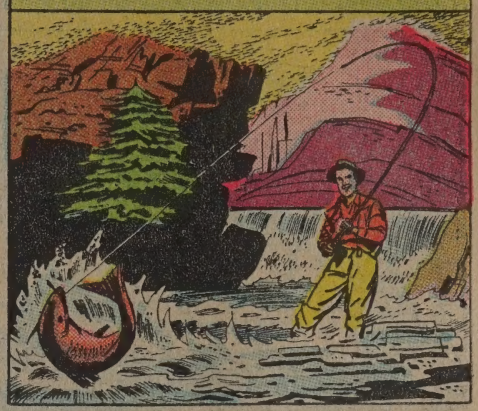


1. *State Capitol at Helena*
2. *Cattle on Spring Range*
3. *Kerr Dam near Polson*
4. *Yellow Pine Logging Operations*
5. *Hauling Ore in Kelley Mine, Butte*
6. *Oil Refinery at Billings*
7. *State University Main Hall, Missoula*

SPORTSMAN'S PARADISE

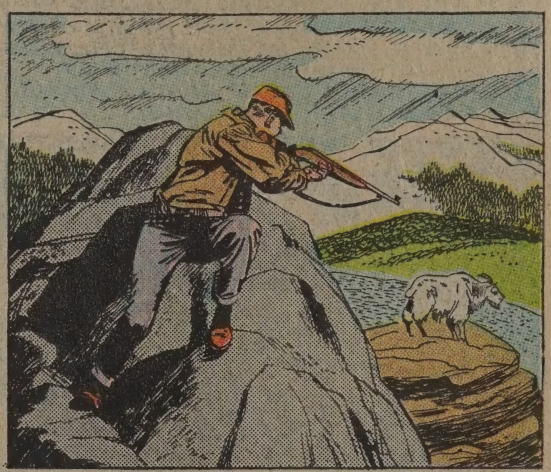
"FOR THE NIMROD OR THE ROD AND REEL LOVER, MONTANA IS INDEED A PARADISE WITH ITS ELEVEN NATIONAL FORESTS AND NINE WILDERNESS AREAS. PHEASANTS THRIVE ALL OVER THE STATE. MONTANA ALSO HAS EXCELLENT UPLAND BIRD SHOOTING AND DUCK AND GOOSE HUNTING."

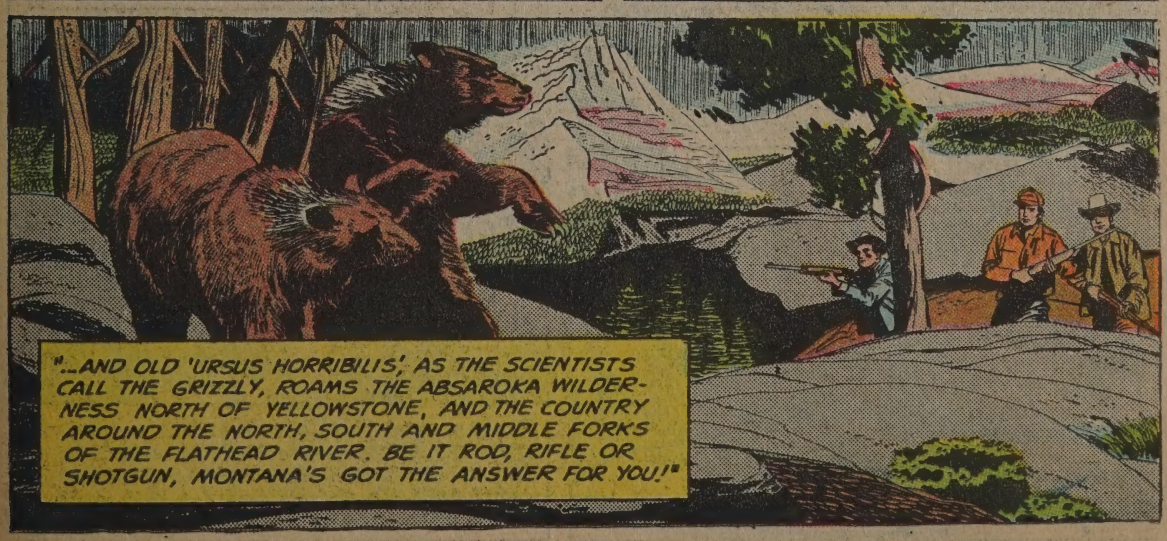
"THE FISHING IS DARN NEAR PERFECT EVERYWHERE, WHETHER YOU'RE AFTER TROUT, GRAYLING, BASS, PIKE, LING, CATFISH, CRAPPIES, STURGEON OR PERCH."



"YOU CAN BAG AN ELK UP IN THE CONTINENTAL DIVIDE COUNTRY, WHITE-TAILED DEER IN THE NORTHWEST AREAS, AND MULE DEER ANYWHERE YOU CHOOSE. YOU'LL STILL FIND THE MOOSE, THE ANTELOPE AND THE CARIBOU IN MONTANA..."

"...AND MOUNTAIN GOATS MAY BE HUNTED IN ONE AREA OF THE WILD AND BEAUTIFUL FLATHEAD RIVER COUNTRY. BLACK BEAR IS COMMON WHEREVER YOU GO..."

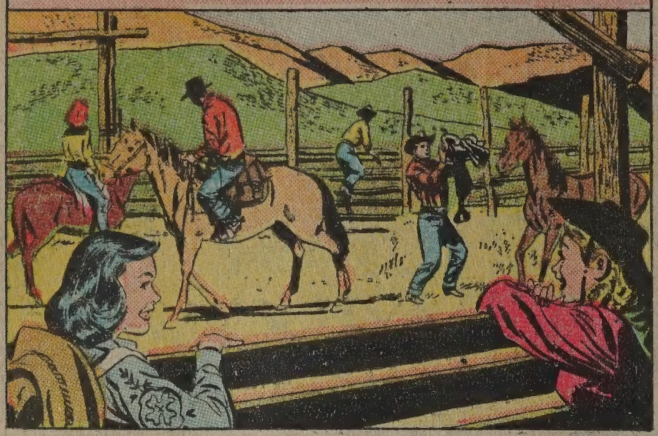




"...AND OLD 'URSUS HORRIBILIS,' AS THE SCIENTISTS CALL THE GRIZZLY, ROAMS THE ABSAROKA WILDERNESS NORTH OF YELLOWSTONE, AND THE COUNTRY AROUND THE NORTH, SOUTH AND MIDDLE FORKS OF THE FLATHEAD RIVER. BE IT ROD, RIFLE OR SHOTGUN, MONTANA'S GOT THE ANSWER FOR YOU!"

THAT GOOD OLD OUTDOOR LIFE

"DID YOU KNOW YOU CAN SPEND YOUR VACATION ON A MONTANA RANCH FOR AS LITTLE AS FIFTY DOLLARS A WEEK? THE PRICE INCLUDES FOOD, LODGING, YOUR PERSONAL HORSE... EVERYTHING BUT CLOTHING, TOOTHPASTE AND SMOKES. WRITE THE MONTANA HIGHWAY COMMISSION FOR DETAILS."

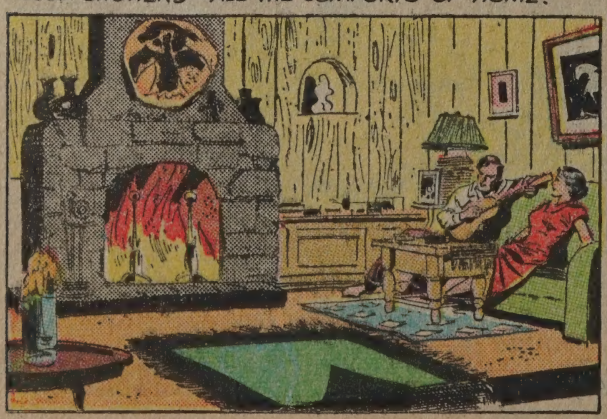


"YOU CAN LIVE ON A REAL OPERATING STOCK RANCH, AND ACTUALLY HELP WITH HERDING THE CATTLE AND THE OTHER CHORES..."

"...OR ON A DUDE RANCH WHERE EVERYTHING IS FOR FUN. EITHER WAY YOU'LL TAKE DAILY RIDES AND OVERNIGHT TRAIL TRIPS, AND DON'T WORRY IF YOU'RE AN INEXPERIENCED HORSEMAN. THE WRANGLER WILL PICK YOU A GENTLE, STEADY CAYUSE AS COMFORTABLE AS YOUR OLD ROCKING CHAIR!"

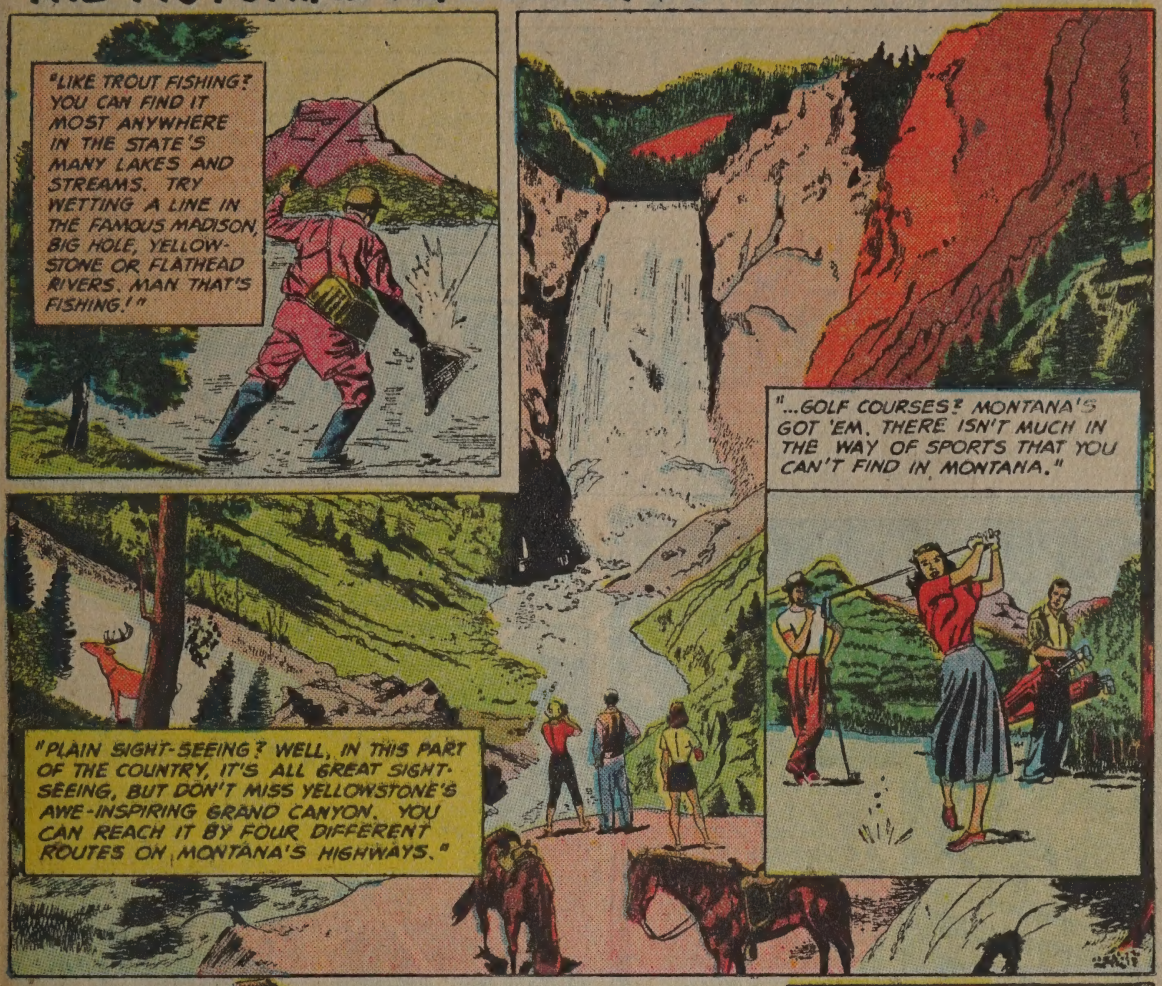
"WHAT A KICK YOU'LL GET WATCHING REAL COWBOYS BRANDING THE CATTLE OR BREAKING THOSE SUN-FISHING, SKY-WINDING BRONCS..."

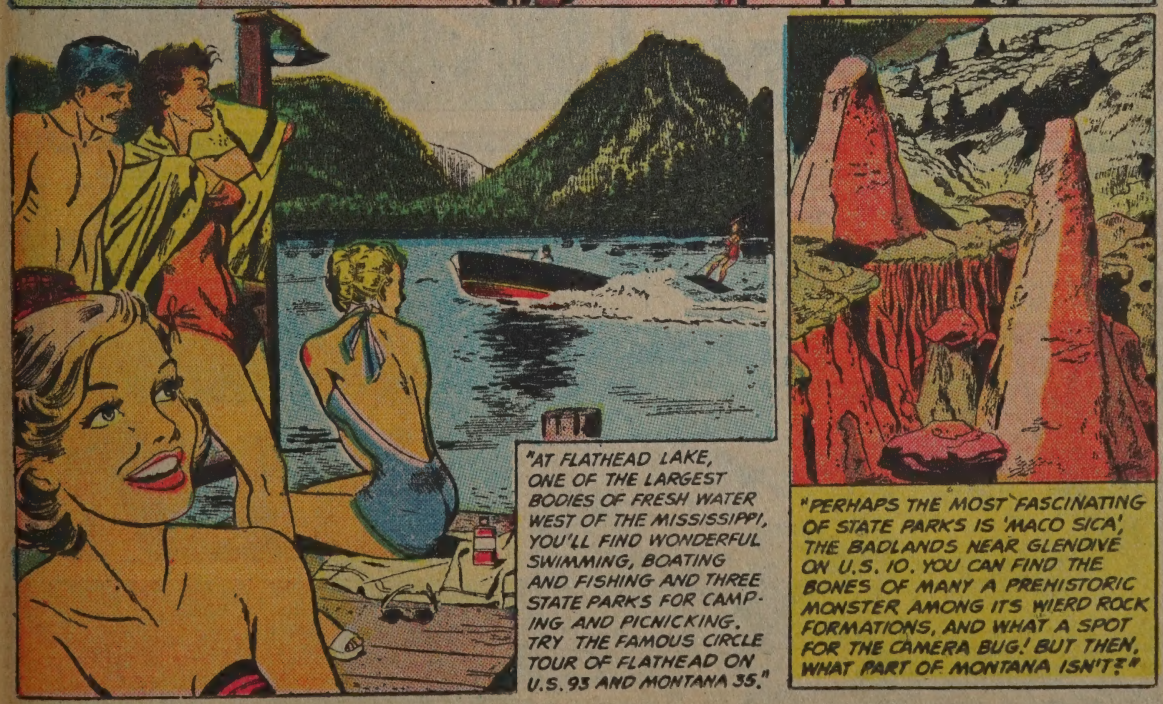
"...AND AT THE SAME TIME LIVING IN A MODERN CABIN EQUIPPED WITH ELECTRIC LIGHTS, HOT AND COLD SHOWERS--ALL THE COMFORTS OF HOME!"



"SOME NIGHTS THERE ARE DANCES, SOME NIGHTS SONG-FESTS, AND OTHERS YOU'LL JUST LIE AROUND A ROARING FIRE, FEEDING YOUR RANGE-LAND APPETITE ON BROILED T-BONES. MAN, YOU HAVEN'T LIVED TILL YOU'VE TRIED IT!"

THE PICTORIAL PLAYGROUNDS

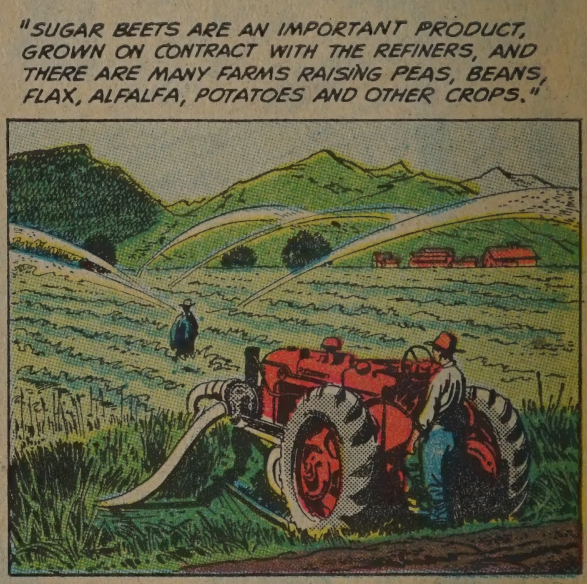

"LIKE TROUT FISHING? YOU CAN FIND IT MOST ANYWHERE IN THE STATE'S MANY LAKES AND STREAMS. TRY WETTING A LINE IN THE FAMOUS MADISON, BIG HOLE, YELLOWSTONE OR FLATHEAD RIVERS. MAN THAT'S FISHING!"
"...GOLF COURSES? MONTANA'S GOT 'EM. THERE ISN'T MUCH IN THE WAY OF SPORTS THAT YOU CAN'T FIND IN MONTANA."
"PLAIN SIGHT-SEEING? WELL, IN THIS PART OF THE COUNTRY, IT'S ALL GREAT SIGHT-SEEING, BUT DON'T MISS YELLOWSTONE'S AWE-INSPIRING GRAND CANYON. YOU CAN REACH IT BY FOUR DIFFERENT ROUTES ON MONTANA'S HIGHWAYS."

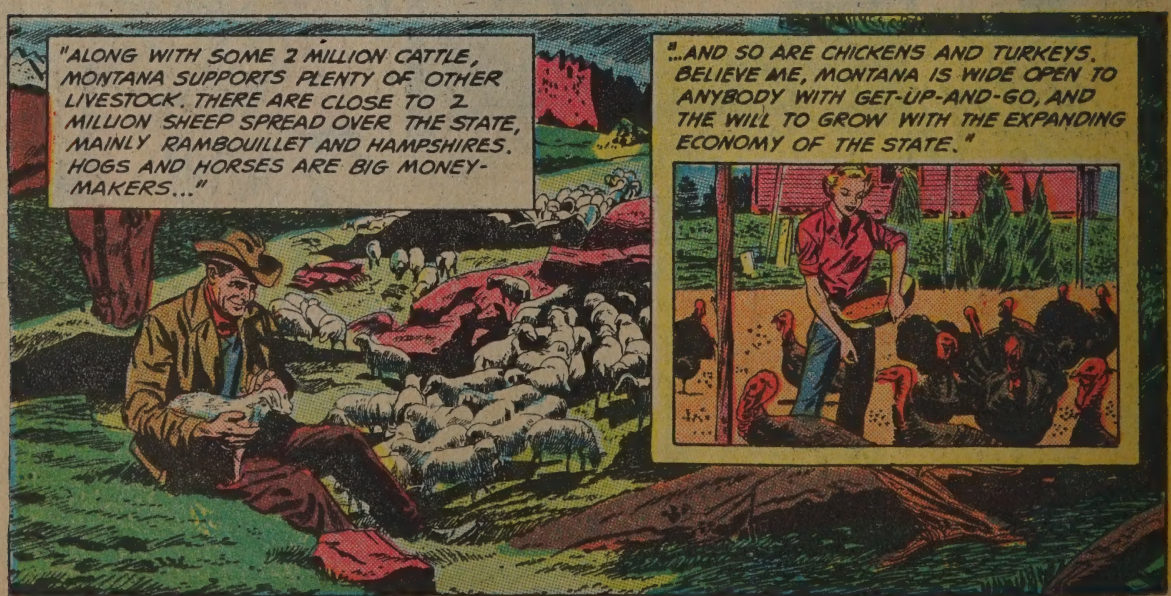

"AT FLATHEAD LAKE, ONE OF THE LARGEST BODIES OF FRESH WATER WEST OF THE MISSISSIPPI, YOU'LL FIND WONDERFUL SWIMMING, BOATING AND FISHING AND THREE STATE PARKS FOR CAMPING AND PICNICKING. TRY THE FAMOUS CIRCLE TOUR OF FLATHEAD ON U.S. 93 AND MONTANA 35."
"PERHAPS THE MOST FASCINATING OF STATE PARKS IS 'MACO SICA', THE BADLANDS NEAR GLENDIVE ON U.S. 10. YOU CAN FIND THE BONES OF MANY A PREHISTORIC MONSTER AMONG ITS WIERD ROCK FORMATIONS, AND WHAT A SPOT FOR THE CAMERA BUG! BUT THEN, WHAT PART OF MONTANA ISN'T?"

AGRICULTURAL MONTANA ... Its Leading Industry

"THE TREASURE STATE IS A LEADER IN FARM INCOME WITH OVER 8 MILLION ACRES UNDER CULTIVATION. THE HARD, HEAVY MONTANA WHEAT IS FIRST IN THE NATION IN PROTEIN CONTENT, AND OF FINER MILLING QUALITY THAN ANY OTHER AMERICAN WHEAT. OTHER LARGE CROPS ARE BARLEY, OATS, RYE, CORN, SWEET CLOVER AND HAY."

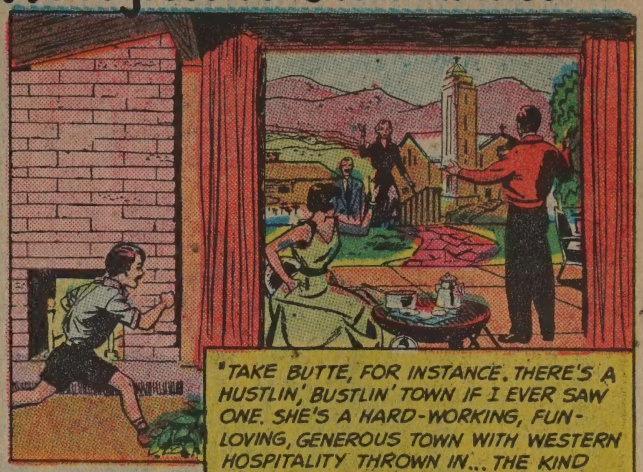
"WESTERN MONTANA'S DELICIOUS CHERRIES ARE KNOWN ALL OVER THE COUNTRY, AND SHE'S THE NUMBER ONE PRODUCER OF MUSTARD SEED. APPLES ARE A BIG CROP AS WELL AS BERRIES AND OTHER FRUITS."


"SUGAR BEETS ARE AN IMPORTANT PRODUCT, GROWN ON CONTRACT WITH THE REFINERS, AND THERE ARE MANY FARMS RAISING PEAS, BEANS, FLAX, ALFALFA, POTATOES AND OTHER CROPS."


"ALONG WITH SOME 2 MILLION CATTLE, MONTANA SUPPORTS PLENTY OF OTHER LIVESTOCK. THERE ARE CLOSE TO 2 MILLION SHEEP SPREAD OVER THE STATE, MAINLY RAMBOUILLET AND HAMPSHIRES. HOGS AND HORSES ARE BIG MONEY-MAKERS..."
"...AND SO ARE CHICKENS AND TURKEYS. BELIEVE ME, MONTANA IS WIDE OPEN TO ANYBODY WITH GET-UP-AND-GO, AND THE WILL TO GROW WITH THE EXPANDING ECONOMY OF THE STATE."

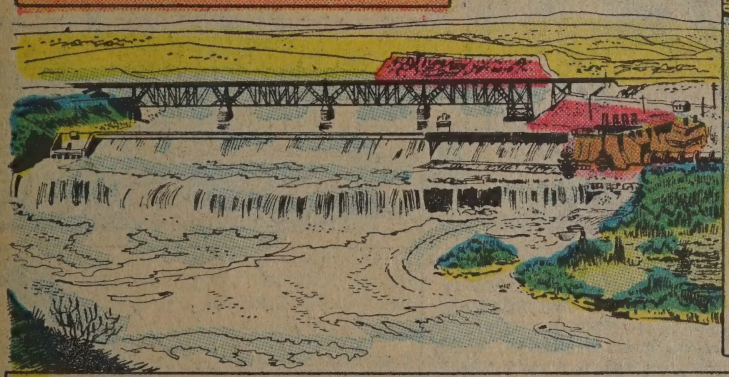
MODERN MONTANA...Progressive Communities

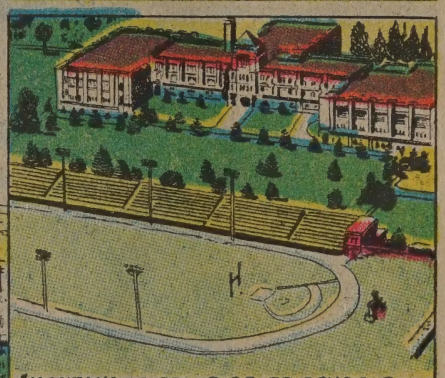
"THERE'S LOTS OF FUN TO BE HAD IN MONTANA, IT'S TRUE, BUT THERE'S PLENTY OF GOOD HARD WORK BEING DONE, TOO. THE BEAUTIFUL CAPITOL BUILDING AT HELENA IS THE SYMBOL OF NOT ONLY THE THIRD LARGEST STATE IN THE UNION, BUT OF ONE OF THE MOST PROSPEROUS. MONTANA COMMUNITIES ARE GROWING EVERY DAY, RARIN' TO GO AND BRIMFUL OF OPPORTUNITIES."



"TAKE BUTTE, FOR INSTANCE. THERE'S A HUSTLIN', BUSTLIN' TOWN IF I EVER SAW ONE. SHE'S A HARD-WORKING, FUN-LOVING, GENEROUS TOWN WITH WESTERN HOSPITALITY THROWN IN... THE KIND OF TOWN YOU FEEL AT HOME IN."

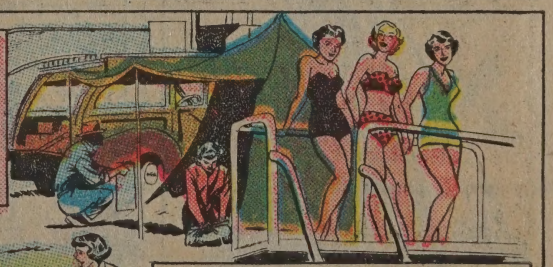
"THEN THERE'S GREAT FALLS, 'THE ELECTRIC CITY,' WITH ITS DAMS AND HYDROELECTRIC PLANTS. THIS IS ONE OF THE FEW PLANNED CITIES IN THE COUNTRY, BUILT FROM THE BEGINNING FOR CONVENIENCE, COMFORT AND BEAUTY."

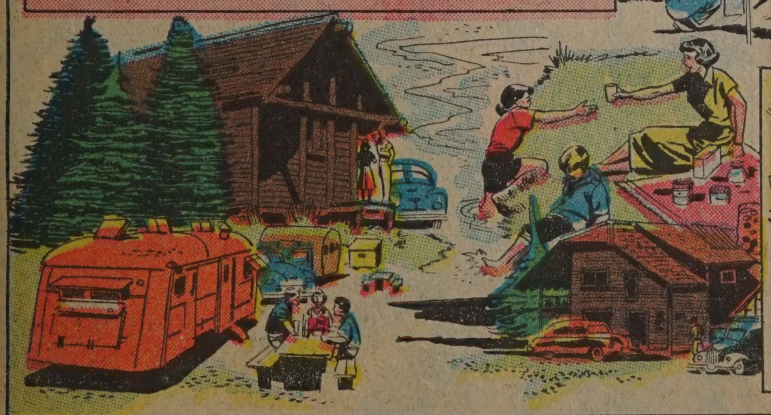


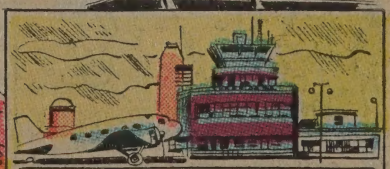


"MONTANA IS PROUD OF ITS SCHOOLS. THIS MILLION DOLLAR HIGH SCHOOL AT GREAT FALLS IS JUST ONE EXAMPLE. SHE HAS SIX UNIVERSITY OF MONTANA UNITS, AND OTHER COLLEGES. MONTANA'S EDUCATIONAL SYSTEM RANKS AMONG THE BEST IN THE UNITED STATES."

"THERE'S PLENTY OF PLACES TO GO IN MONTANA AND GOOD HIGHWAYS TO GET YOU THERE. SWIMMING, CAMPING, PICNICKING, OR JUST ENJOYING THE GRAND SCENERY. THERE'S PLENTY OF FINE MODERN HOTELS WHEREVER YOU GO, TOO. YOU CAN GET FANCY ACCOMODATIONS OR YOU CAN GO IN FOR JUST PLAIN HOMEY COMFORT."



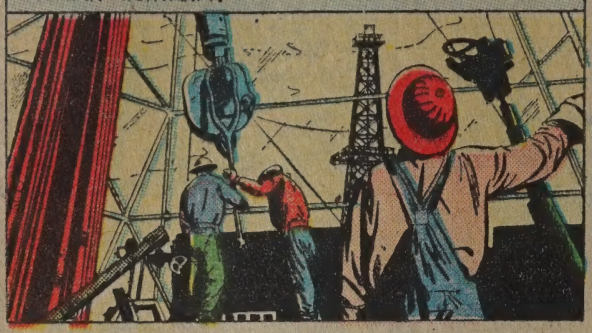




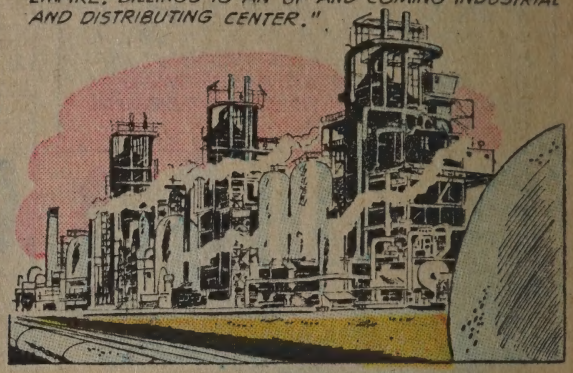
"MODERN AIRPORTS LIKE THIS, SERVE THE THREE AIRLINES THAT LINK MONTANA WITH THE REST OF THE NATION AND MAKE IT ONLY HOURS FROM ANY PLACE IN THE COUNTRY."

INDUSTRIAL MONTANA...Boasts Tremendous Resources

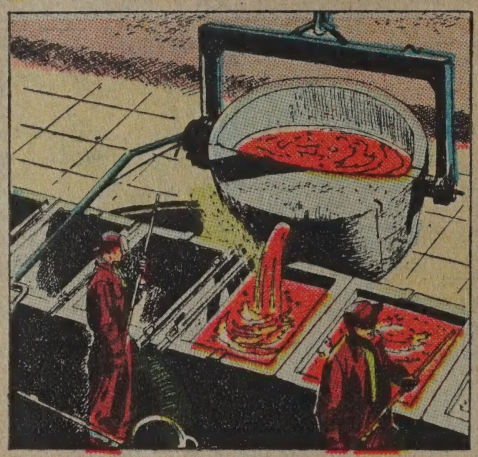
"MOST FOLKS KNOW THE FAME OF MONTANA'S GREAT MINING AND SMELTING INDUSTRIES, BUT THERE ARE MANY OTHERS... FOR INSTANCE, MONTANA IS RICH IN COAL AND NATURAL GAS, AND THERE'S A HUMDINGER OF A BIG NEW OIL DEVELOPMENT IN THE WILLISTON BASIN IN EASTERN MONTANA."



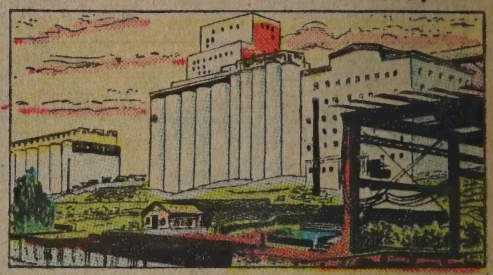
"THESE RICHES FROM THE EARTH ARE REFINED RIGHT IN MONTANA IN HUGE, MODERN PLANTS LIKE THIS ONE IN BILLINGS, METROPOLIS OF THE MIDLAND EMPIRE. BILLINGS IS AN UP AND COMING INDUSTRIAL AND DISTRIBUTING CENTER."

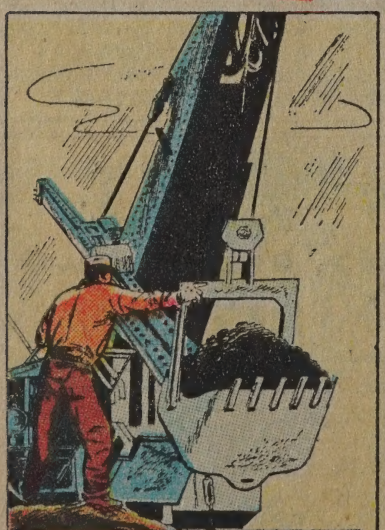


"THERE'S A PHOSPHATE PLANT AT TRIDENT, A WIRE MILL AT GREAT FALLS, AN INSULATION PLANT AT LIBBY, A GYPSUM PLANT AT HEATH, A COAL PROCESSING PLANT NEAR ROUNDUP, AND AN ALUMINUM PLANT AT COLUMBIA FALLS."



"FLOUR MILLING AND SUGAR-BEET PROCESSING ARE TWO OF THE STATE'S LARGEST INDUSTRIES, WHILE MONTANA CREAMERIES TURN OUT SOME OF THE MOST DELICIOUS SWEET BUTTER AND CHEESE IN THE ENTIRE COUNTRY. MONTANA PRODUCES BUILDING MATERIALS FROM NATIVE SOURCES AND MAKES LEATHER GOODS SUCH AS SADDLES AND BRIDLES."

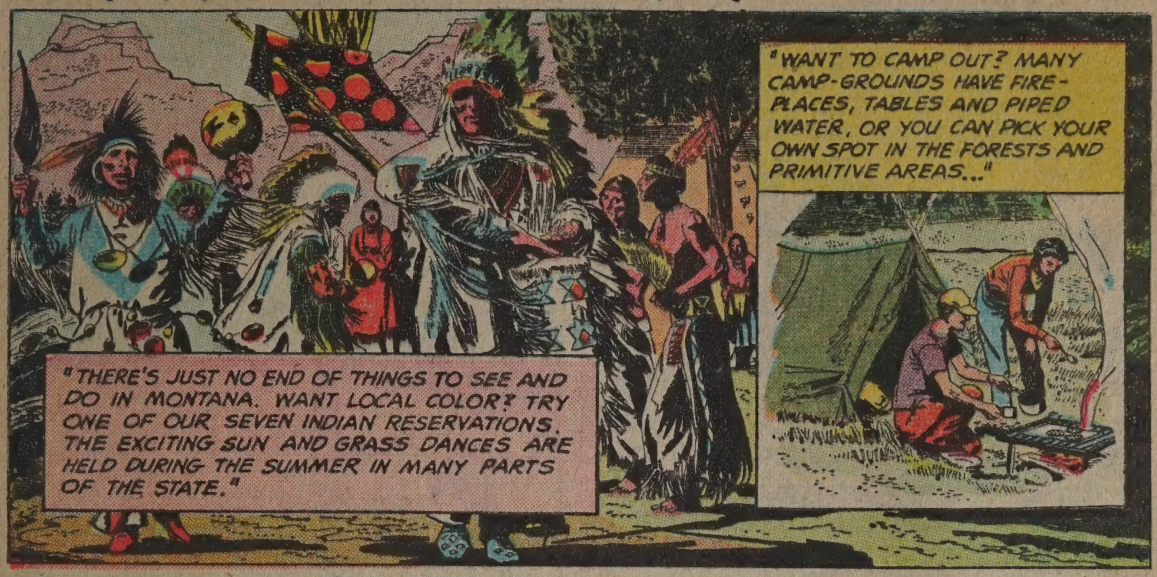


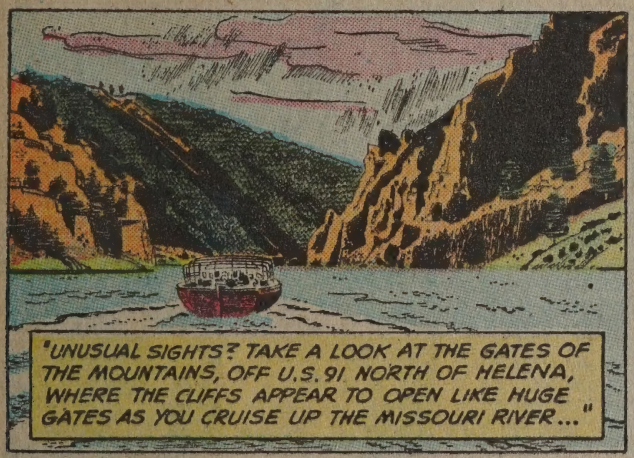


"50 OF MONTANA'S 56 COUNTIES HAVE COAL DEPOSITS. THE 38,000 SQUARE MILES OF WORKABLE FIELDS CONTAINING OVER 400 BILLION TONS OF FUEL RESERVE HAVE BARELY BEEN TOUCHED, THOUGH AT LEAST 2½ MILLION TONS A YEAR ARE MINED."

"...AND 21 MILLION ACRES IN TIMBER MAKE 'THE TREASURE STATE' A LEADER IN THE LUMBERING BUSINESS. SHE'S AN AMBITIOUS YOUNG STATE, MONTANA IS--JUST THE PLACE FOR AN AMBITIOUS YOUNG FELLOW TO GET A GOOD START."

MONTANA HAS EVERYTHING!

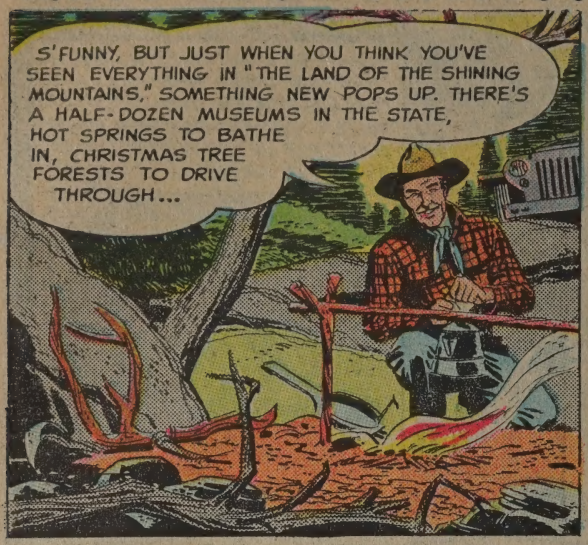

"WANT TO CAMP OUT? MANY CAMP-GROUNDS HAVE FIRE-PLACES, TABLES AND PIPED WATER, OR YOU CAN PICK YOUR OWN SPOT IN THE FORESTS AND PRIMITIVE AREAS..."
"THERE'S JUST NO END OF THINGS TO SEE AND DO IN MONTANA. WANT LOCAL COLOR? TRY ONE OF OUR SEVEN INDIAN RESERVATIONS. THE EXCITING SUN AND GRASS DANCES ARE HELD DURING THE SUMMER IN MANY PARTS OF THE STATE."


"UNUSUAL SIGHTS? TAKE A LOOK AT THE GATES OF THE MOUNTAINS, OFF U.S. 91 NORTH OF HELENA, WHERE THE CLIFFS APPEAR TO OPEN LIKE HUGE GATES AS YOU CRUISE UP THE MISSOURI RIVER..."

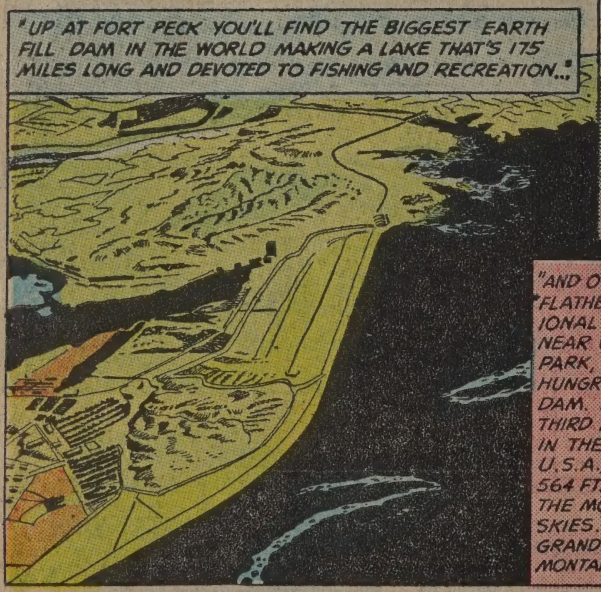
"THERE'S HISTORY A-PLENTY IN MONTANA, TOO. GO SEE ST. MARY'S MISSION NEAR STEVENSVILLE, WHERE FATHER DE SMET BROUGHT THE FIRST RELIGION, EDUCATION AND REGULAR CROP RAISING TO MONTANA."

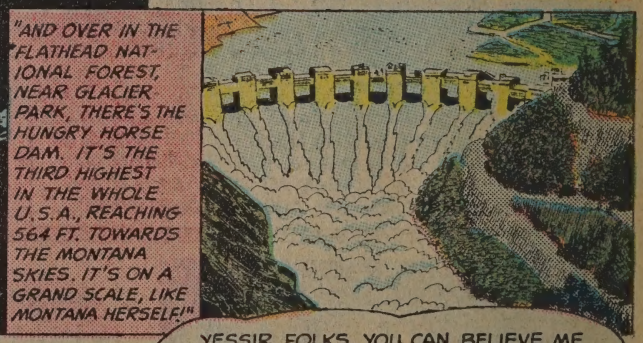
"BUT IF IT'S JUST PLAIN FUN YOU WANT--WELL, YOU CAN SEE A RIP ROARING RODEO, LARGE OR LOCAL, ALMOST ANY DAY OF THE WEEK ALL SUMMER IN MONTANA. WHAT COULD BE MORE FUN THAN THAT?"

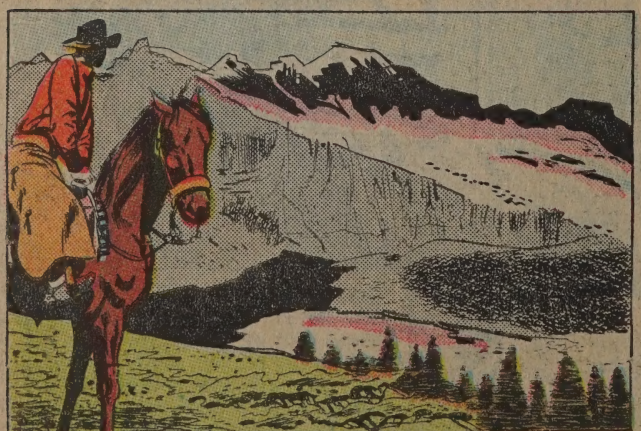
HAPPY RIDING TO YOU! ... Come Back Often


S'FUNNY, BUT JUST WHEN YOU THINK YOU'VE SEEN EVERYTHING IN "THE LAND OF THE SHINING MOUNTAINS," SOMETHING NEW POPS UP. THERE'S A HALF-DOZEN MUSEUMS IN THE STATE, HOT SPRINGS TO BATHE IN, CHRISTMAS TREE FORESTS TO DRIVE THROUGH...

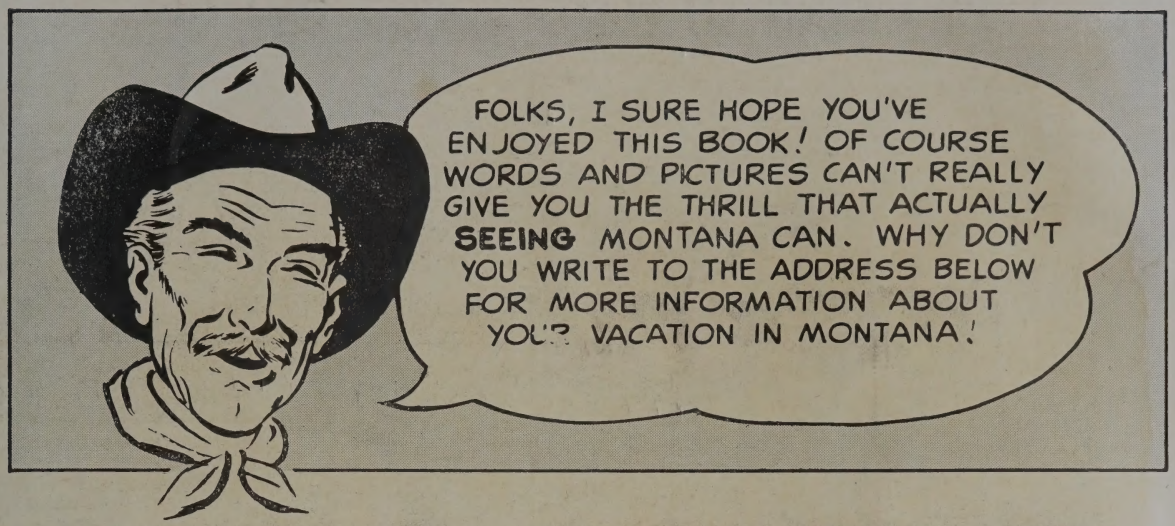
"...AND YOU MIGHT BE LUCKY ENOUGH TO SEE THE SMOKE JUMPERS IN TRAINING UP AROUND MISSOULA... THESE CAREFULLY PICKED DARE-DEVILS ARE TRUE SONS OF OLD MONTANA--RISKING THEIR LIVES TO HELP STAMP OUT COSTLY FOREST FIRES..."


"UP AT FORT PECK YOU'LL FIND THE BIGGEST EARTH FILL DAM IN THE WORLD MAKING A LAKE THAT'S 175 MILES LONG AND DEVOTED TO FISHING AND RECREATION..."


"AND OVER IN THE FLATHEAD NATIONAL FOREST, NEAR GLACIER PARK, THERE'S THE HUNGRY HORSE DAM. IT'S THE THIRD HIGHEST IN THE WHOLE U.S.A., REACHING 564 FT. TOWARDS THE MONTANA SKIES. IT'S ON A GRAND SCALE, LIKE MONTANA HERSELF!"


"AND LAST BUT NOT LEAST, 14 MILES NORTH OF COOKE CITY YOU CAN SEE MILLIONS OF GRASSHOPPERS FROZEN INTO THE FACE OF AN 80-FOOT ICE CLIFF. NOW WHERE ELSE IN TARNATION COULD YOU FIND A SIGHT LIKE THAT?"

YESSIR, FOLKS, YOU CAN BELIEVE ME WHEN I SAY MONTANA'S HIGHWAYS ARE HOLIDAY HIGHWAYS, AND MONTANA'S HOSPITALITY COMES FROM THE HEART COME OUT AND TAKE A LOOK-SEE, WON'T YOU? AND WHETHER YOU TRAVEL BY COW-PONY OR CONVERTIBLE! HAPPY RIDING TO YOU!


FOLKS, I SURE HOPE YOU'VE ENJOYED THIS BOOK! OF COURSE WORDS AND PICTURES CAN'T REALLY GIVE YOU THE THRILL THAT ACTUALLY SEEING MONTANA CAN. WHY DON'T YOU WRITE TO THE ADDRESS BELOW FOR MORE INFORMATION ABOUT YOUR VACATION IN MONTANA!

Free Folders on the following are available:

Montana Dude Ranches

Montana Camp Grounds

Montana State Parks

Montana Highway Map

Montana Hunting & Fishing

Summer Calendar of Events

Also available free for organizational use only, are three 16 mm. color films with sound. Running time of each is 14:30 minutes.

"Montana's Flowing Treasure"

"Dude Ranching In Montana"

"Montana Ghost Town"

For additional information and film bookings write to:

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